

Dear Sir,

Greetings !

I am seeking P&L, Sales, Network Development, Retail / Wholesale finance and alliances roles in Automotive / EV industry.

Please find below a summary of my profile followed by my biodata for due consideration: -

- 1) Having 20+ years of experience in the Automotive Industry - **Japanese** ( Honda cars) & **Indian** (Ashok Leyland, TVS Motors, Hero Electric, M&M – Swaraj ) & **European** (MAN Trucks & Bus, Volvo JV).
- 2) Associated with **multiple product segments** - Cars, 2 wheelers, Tractors & Commercial Vehicles, **Electric Vehicles** - catering to mass markets and premium product customers / markets.
- 3) Associated with **2 startups roles** (at Hero Electric and at AL LCV - Nissan JV ) – part of initial team that built the Process, Branding, Network, Finance & Insurance MOUs, Standards etc from scratch.
- 4) Functions Handled - Channel & Corporate sales, Network Development, Retail Finance & Insurance
- 5) Handled roles in **Sales** – Improved MS from 13.2%-16.4% in TVS, 12% to 14.7% in M&M Tractors ( PTL). Monitored revenues, repeat purchases, Customer satisfaction (SSI / CSI), Budgets, Market shares, etc.
- 6) **Distribution Development** – Scouting, profitability, frugal networks, project monitoring, network engagement, performance monitoring, Corporate Identity Standards, Audits etc – opened 64 outlets in VECV, 37 at AL, 90 in Hero Electric, 6 at Honda Cars, 18 in TVS Motors
- 7) Handled **Company owned dealerships Expansion** pan India & operations for East India at VECV – 26 outlets, Rs 800 Cr Topline. Grew East MS from 11.8% to 14.5%, **reduced attrition** from 12.8 % to 9.4%.
- 8) Successfully took the **Partner satisfaction score** of Volvo Eicher from 3<sup>rd</sup> position to 1<sup>st</sup> position in 2021 through slew of initiatives – Grievance management, SLAs adherence, Claims monitoring, Capturing Dealer voice, Attrition management, focusing on new revenue streams etc.
- 9) **Alliances & Partnerships** - Financiers / Insurance cos / brokers / dealers – Negotiations , MOUs, joint launches , program performance, weekly monitoring , regional meets , incentives, buybacks etc
- 10) Undertook **Digital initiatives** to streamline operations & improve transparency. Certified Digital marketer.
- 11) Handled **compliance, due diligences, profitability** etc in various roles.
- 12) Bagged various government & bulk orders – Fasttrack taxi, BEL, VRL etc.
- 13) Improved Sales satisfaction index of Honda cars TN/ Karnataka dealers from 722 to 764 within 8 months.
- 14) Awarded as the **“Best Social worker”** by Rotary International and also as the **“Best Outgoing student”** during my under graduation – reflects the orientation towards society and inherent team player qualities.

### Working Style

- Believe in an inclusive and holistic approach of business.
- Orient teams to respect individual limitations, to collaborate, to experiment, to own the outcomes & share success & failure stories. Believe in driving a buddy concept – reduces attrition & improves productivity.
- Give responsibilities to people and enable them to grow in their career
- Strongly believe good Service & good customer experience drives Sales volumes.

I am looking forward for an opportunity to interact

Regards

Praveen Kumar Kotta  
9667745633



Volvo Eicher (VECV)



MAN Facility (VW group)



Ultra Motors (Hero Electric)



Ashok Leyland (Nissan JV)



Honda Cars



JCB



1<sup>st</sup> in Dealer Satisfaction -VECV

# Praveen Kumar Kotta



**DOB :** 26/07/1976 | **Nationality:** Indian | **Gender** Male | (+91) 9667745633 / 7722094225

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About me: A versatile professional with global brands and Start Up roles covering products, services

## WORK EXPERIENCE

03/10/2021- Feb 22, Gurgaon, India

**GENERAL MANAGER – DISTRIBUTION DEVELOPMENT & TRAINING – JCB INDIA**

Responsible for Distribution Strategy, Network Expansion, Profitability analysis, Dealer Performance management, Training for INDIA and SAARC nations for CE, Industrial & New businesses. Started holistic performance reviews of dealers - quarterly reviews with a focus on enablers – system adherence, manpower availability, training & attrition, customer responsiveness, Mean time to repair etc & measuring effectiveness of training & linking to customer satisfaction scores

03/07/2019 – 15/09/2021 – Gurgaon, India

**DGM & HEAD - DEALER DEVELOPMENT & SATISFACTION – VOLVO EICHER**

Responsible for **Potential planning, Competition mapping**, Network Expansion, **Go to market strategy**, Channel Mix ( private dealers and Company Own outlets), Dealer Quality, Partner engagement & Development, Developing metrics to monitor network performance and financial health, Dealer Awards, Dealer club, Adherence to global processes and standards, Dealer satisfaction (resolving key Partner concerns) , Training & Attrition management– VECV was Awarded **No 1 for “Dealer Satisfaction survey” in 2021** , **Added 65 sales and service points** in 24 months, **Reduced Attrition from 12.8% to 9.4%**. **Also handled COCO expansion PAN India & COCO operations for East India.**

06/04/2015 – 30/06/2019 – Pune, India

**HEAD - DEALER DEVELOPMENT, RETAIL FINANCE & USED VEHICLES – MAN TRUCKS AND BUS (VOLKSWAGEN GROUP)**

Network Expansion & Audits, Frugal network models, Retail finance, Wholesale finance, Repossessed / Used vehicles (Residual value and disposal channels) verticals, **Audits and compliance**, Dealer profitability for India and SAARC nations. Introduced Finance coordinators across the dealerships, Initiated & Tracked Used Trucks sales

19/08/2010 – 31/03/2015 – Chennai, India

**REGIONAL MANAGER – NETWORK EXPANSION & RETAIL FINANCE, SALES TRAINING - ASHOK LEYLAND NISSAN**

Part of newly formed LCV division with JV partner Nissan. Network Standards & Expansion, Sales training, Audits for South India. Sales of Small commercial vehicle, MPV (7/8 seater & goods), Retail / Wholesale Finance engagement, Company-branded Insurance, participated in **MOU signing with various Banks/ NBFCs / Insurance cos & monitor penetration through FI coordinators**. Evaluated the agency and broker ecosystem and signed on the Insurance broker.

30/08/2007 – 11/08/2010 – Bangalore, India

**REGIONAL MANAGER – SALES, SERVICE & NETWORK - HERO ELECTRIC ( ULTRA MOTORS)**

Core team member for the **Electric vehicles Startup** - Responsible for establishing the EV concept , Dealer Network, Customer experience zones, Sales, Product launches (ATL, BTL) , Key Accounts , Customer complaints, **Tenders**

21/12/2005 – 25/08/2007 – Chennai, India

**AREA MANAGER – HONDA CARS**

Handle Channel Sales, Corporate Sales, **Customer satisfaction (SSI)**, Product Launches , Dealer expansion & Sales training for 2 states of South. Focused on standards & process adherence, used vehicle sales (Auto Terrace program) & dealer revenues. Increased SSI score from 722 to 764

13/03/2003 – 15/12/2005 – Hubli, India  
**TERRITORY MANAGER – TVS MOTOR COMPANY**

**Responsible for Sales & Market Share**, Product launches for highly competitive 2 wheeler market for Indias' No 2 Two-wheeler manufacturer. Handling dealers, sub dealers, ASCs etc. Improved market share from 13.2% to 16.4% in 2004-05.

10/07/2000 – 12/02/2003 – Chandigarh, India  
**ENGINEER MARKETING – MAHINDRA & MAHINDRA ( PUNJAB TRACTOR DIVISION)**

Handled Sales for Agriculture tractors in **Rural markets**. Controlled Credit, coordinated with financiers and grew MS from 12 to 14.7% in a competitive market under challenging market conditions. Believe in having a good customer experience and transparency during the entire purchase process. Partnered with other OEMS like BOSCH, Tyre companies etc to strengthen the brand.

01/04/1999 – 30/06/1999 – Bangalore, India  
**INTERN – COMPAQ INDIA- MARKET SURVEY FOR WORKFLOW AUTOMATION PRODUCT "COMPAQ WORK EXPEDITOR"**

● **EDUCATION AND TRAINING**

01/11/2018 – 28/02/2019 – Senapati Bapat Road, Pune, India **CERTIFIED**  
**DIGITAL MARKETER – TIMESPRO - <https://timespro.com/>**

01/06/1998 – 30/04/2000 – Yantrapur, Harihar, India  
**PG DIPLOMA IN MANAGEMENT – Kirloskar Institute of Advanced Management Studies**

01/06/1994 – 31/05/1998 – Davangere, India  
**BACHELOR OF ENGINEERING – University BDT College of Engineering**

● **LANGUAGE SKILLS**

**Mother tongue(s):** TELUGU | HINDI  
**Other language(s):**

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
KANNADA	B1	A2	B1	B1	A1
TAMIL	B1	A1	B1	B1	A1
ENGLISH	B2	B2	B2	B2	B2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

● **HONOURS AND AWARDS**

15/05/1998  
**Best Outgoing Student – UBDTCE – Engineering**

● **VOLUNTEERING**

01/06/1996 – 30/11/1997  
**Best Social Worker – Rotary International for contribution to PULSE POLIO**